

Building a Vibrant Downtown

An Introduction to the Utah Main Street Program



Building a Vibrant Downtown

Agenda

- What is our downtown's condition?
- What do we want downtown to be?
- How do we get there?
- What will it look like?
- How can we ensure success?
- What is Utah Main Street?

What is our downtown's condition?

- ❖ What is downtown? What are its boundaries?
- ❖ What's the physical environment like?
 - o how do buildings look?
 - o what's the condition of the public spaces/streetscape?
 - o what are the impacts of traffic and parking?
- ❖ How's the business environment?
 - o what's happening in the trade area? how is it changing?
 - o what businesses are successful? why?
 - o what/where is the competition? how is it doing?
- ❖ How is downtown marketed?
 - o what are its "target markets"? how are they changing?
 - o how has downtown been promoted? was/is it successful?



What do we want downtown to be?

What are our goals?

Key goal is to build and sustain an environment for business growth in downtown.

Business growth is fostered by restoring the downtown landscape and positioning downtown in a changing marketplace.

How do we get there?

The “Main Street Approach”

- o **Business growth:** creating and maintaining an environment for business growth
- o **Promotion:** Positioning downtown in a changing marketplace
- o **Design:** restoring the landscape of downtown
- o **Organization:** Managing and sustaining the process of building a vibrant downtown

How do we get there?

Business growth

Goals

- ❖ Help existing businesses stabilize and grow
 - ❑ Increase sales in targeted retail areas
 - ❑ Increase overall sales
 - ❑ Increase use of underutilized buildings
- ❖ Identify/recruit new businesses to complement the “mix”
 - ❑ Improve the business mix
 - ❑ Improve overall sales trends

How do we get there?

Business growth

Initial Projects

- ✓ Business visits/surveys
- ✓ Business inventory/map
- ✓ Retail analysis
- ✓ Property inventory/map

How do we get there?

Promotion

Goals

- ❖ Position downtown as a vibrant commercial center
 - ❑ Identify downtown's "target markets"
 - ❑ Determine the most compelling message
 - ❑ Utilize the most effective means of communication
- ❖ Ensure that businesses can adapt to changes in the marketplace
 - ❑ Understand customer choices
 - ❑ Emphasize outstanding service and value

How do we get there?

Promotion

Initial Projects

- ✓ Marketing/promotion strategy
- ✓ Community survey
- ✓ Marketing campaign
- ✓ Information/assistance for business owners

How do we get there?

Design

Goals

- ❖ Promote private-sector reinvestment
 - ❑ Restore the character and identity of downtown buildings
 - ❑ Enhance their marketability
 - ❑ Create a distinctive identity for downtown
- ❖ Plan, construct, and maintain appropriate public improvements
 - ❑ Adopt and implement a downtown master plan
 - ❑ Implement a public improvements plan

How do we get there?

Design

Initial Projects

- ✓ Property owner assistance
- ✓ Public improvements assessment/design

How do we get there?

Organization

Goals

- ❖ Establish an active, collaborative group to manage the process of building a better downtown
- ❖ Work toward stable, ongoing funding from private and public sectors
- ❖ Implement projects within a comprehensive, strategic concept

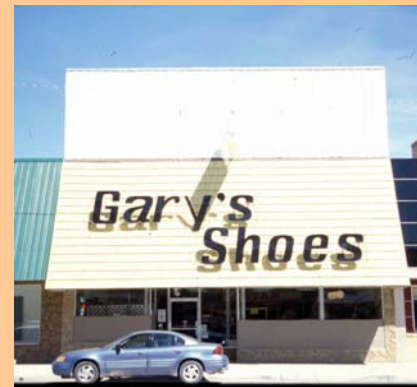
How do we get there?

Organization

Initial Projects

- ✓ Establishment of local funding sources
- ✓ Engagement of broad base of interests
- ✓ Administration of the downtown organization

What will it look like?



What will it look like?



What will it look like?

1999-2003 Sales

- State of Utah: 1.9%
- Payson: 5.9%
- Mt. Pleasant: 2.5%

How can we ensure success?

Ingredients for success

- ❑ Active participation by the downtown business community
- ❑ Strong support from Fairview City
- ❑ Broad-based support from residents
- ❑ Commitment to restoring downtown's historic character
- ❑ Ongoing local funding for the Main Street organization

What is Utah Main Street?

Main Street Partners

- 🏆 American Fork
 - 🏆 Heber City
 - 🏆 Logan
 - 🏆 Mt. Pleasant
 - 🏆 Panguitch
 - 🏆 Payson
 - 🏆 Provo
 - 🏆 Richfield
 - 🏆 Roosevelt
 - 🏆 Springville
 - 🏆 Tooele

What is Utah Main Street?

Services to Main Street Partners

- ✓ Ongoing training for the Partner organization
- ✓ Ongoing workplan development and implementation
- ✓ Free consulting assistance from the Main Street Team
- ✓ Start-up organizational grants for three years (\$10,000/year)
- ✓ Membership to the National Main Street Network
- ✓ Registration sponsorships for the National Main Street conference

What is Utah Main Street?

The Main Street Team

- **Bim Oliver:** organizational development; project development; funding; resource coordination
- **Kim Hyatt:** architectural consulting; building rehabilitation; historic preservation
- **Dave Bell:** master plan development; public improvements planning; streetscape design
- **Susie Becker:** retail sales analysis; survey design, implementation, and analysis; business growth planning
- **Marion Bentley:** business development planning and organization
- **Kinde Nebeker:** marketing planning; graphic design; creative design



Utah Main Street

Contact information



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